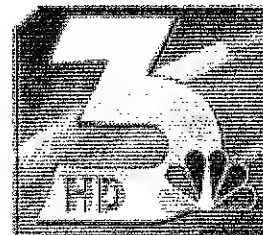


ORDER



KSNV

Orders

Order / Rev: 104119

Alt Order #: 06831860

Product Desc: BERKLEY FOR SENATE

Estimate: 30S

Flight Dates: 07/31/12 - 08/06/12

Original Date / Rev: 07/09/12 / 08/01/12

Order Type: GENERAL

Primary AE:

Amy McCreary

Sales Office:

BLPHI

Sales Region:

National

Agency

Name: Shorr Johnson Magnus

Buying Contact:

Billing Contact:

1831 Chestnut St.

Philadelphia, PA 19103

Billing Type:

Cash

Billing Calendar:

Broadcast

Billing Cycle:

EOM/EOC

Agency Commission:

15%

Advertiser

Name: Berkley, Shelley for Senate - Revised

Demographic: A35+

Product Codes: PLC01

Priority: SELECT PRIORITY CODE

Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/06/12	51	\$97,925.00	\$83,236.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	51	\$97,925.00	\$83,236.25	0.00
Totals	51	\$97,925.00	\$83,236.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	49%	\$97,925.00
Market	100%	\$199,846.94

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$39,969.39
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$31,975.51
KTUD	0%	\$0.00
KVVU	13%	\$25,980.10
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,996.94

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/31/12	08/03/12	M-F 5-6a WakeUp w/Wagners	5-6a		-TWTF--	:30	4	\$400.001		0.00	NM	4	\$1,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	-TWTF--			4		\$400.00		0.00				

Order / Rev: 104119
 Alt Order #: 06831860
 Flight Dates: 07/31/12 - 08/06/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/31/12	08/03/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWTF--	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-TWTF--					4	\$400.00		0.00			
E 2	KSNV	08/06/12	08/06/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----					1	\$400.00		0.00			
E 3	KSNV	08/06/12	08/06/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----					1	\$700.00		0.00			
E 4	KSNV	07/31/12	08/03/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	-TWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-TWTF--					4	\$700.00		0.00			
E 5	KSNV	07/31/12	08/03/12	Today Show Today Show	CM	658a-9am	-TWTF--	:30	8	\$1,400.00	1	0.00	NM	8	\$11,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-TWTF--					8	\$1,400.00		0.00			
E 6	KSNV	08/06/12	08/06/12	Today Show Today Show	CM	658a-9am	M-----	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----					2	\$1,400.00		0.00			
E 7	KSNV	08/06/12	08/06/12	News 3 Olympic Zone News 3 Olympic Zone	CM	7:30-8:00PM	M-----	:30	1	\$750.00	1	0.00	NM	1	\$750.00
OLY ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----					1	\$750.00		0.00			
E 8	KSNV	07/31/12	08/04/12	News 3 Olympic Zone News 3 Olympic Zone	CM	7:30-8:00PM	-TWTF--	:30	5	\$750.00	1	0.00	NM	5	\$3,750.00
OLY ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-TWTF--					5	\$750.00		0.00			
E 9	KSNV	08/06/12	08/06/12	Olympics Primetime Olympics Primetime	CM	730pm-12am	M-----	:30	1	\$6,000.00	1	0.00	NM	1	\$6,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----					1	\$6,000.00		0.00			
E 10	KSNV	08/03/12	08/03/12	Olympics Primetime Olympics Primetime	CM	730pm-12am	----F--	:30	1	\$6,000.00	1	0.00	NM	1	\$6,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--					1	\$6,000.00		0.00			
E 11	KSNV	07/31/12	08/02/12	Olympics Primetime Olympics Primetime	CM	730pm-12am	-TWT---	:30	6	\$6,000.00	1	0.00	NM	6	\$36,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-TWT---					6	\$6,000.00		0.00			
E 12	KSNV	08/05/12	08/05/12	Olympics Primetime Olympics Primetime	CM	730pm-12am	-----S	:30	1	\$6,000.00	1	0.00	NM	1	\$6,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S					1	\$6,000.00		0.00			
E 14	KSNV	08/04/12	08/04/12		CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00

Order / Rev: 104119
 Alt Order #: 06831860
 Flight Dates: 07/31/12 - 08/06/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Saturday Today											
				Saturday Today											
				SAT TDOAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12	-----S-						1	\$625.00		0.00			
E 15	KSNV	08/05/12	08/05/12	Olympics Daytime Week	CM	4am-6pm	-----S	:30	2	\$1,700.00	3	0.00	NM	2	\$3,400.00
				Olympics Daytime WEEKEND											
				OLY DAYTIME WK											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12	-----S						2	\$1,700.00		0.00			
E 16	KSNV	08/04/12	08/04/12	Olympics Daytime Week	CM	4am-6pm	-----S-	:30	2	\$1,700.00	3	0.00	NM	2	\$3,400.00
				Olympics Daytime WEEKEND											
				OLY DAYTIME WK											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12	-----S-						2	\$1,700.00		0.00			
E 17	KSNV	07/31/12	08/03/12	Olympics Daytime Week	CM	9am-4pm	-TWTF--	:30	8	\$1,200.00	3	0.00	NM	8	\$9,600.00
				Olympics Daytime Weekdays											
				OLY DAYTIME											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12	-TWTF--						8	\$1,200.00		0.00			
E 18	KSNV	08/06/12	08/06/12	Olympics Daytime Week	CM	9am-4pm	M-----	:30	2	\$1,200.00	3	0.00	NM	2	\$2,400.00
				Olympics Daytime Weekdays											
				OLY DAYTIME											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/12/12	M-----						2	\$1,200.00		0.00			
N 19	KSNV	08/04/12	08/04/12	Weekend Jeopardy/Wheel	CM	630-730pm	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00
				WKND Jeop/Wheel											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12	-----S-						1	\$500.00		0.00			
													Totals	51	\$97,925.00